

CITY OF YUBA CITY
STAFF REPORT

Date: September 5, 2017
To: Honorable Mayor and Members of the City Council
From: Administration
Presentation By: Steve Kroeger, City Manager

Summary

Subject: Fiscal Year 2017-2018 City Council Priorities and Goals Progress Report

Recommendation: Note & File the 2017-18 City Council Priority and Goals Semi-Annual Progress Report

Fiscal Impact: Informational item only

Purpose:

Provide information on the status of the adopted City Council Priorities and Goals for Fiscal Year 2017-2018.

Background:

The City Council's long standing priorities were reconfirmed at their Goal Setting workshop in January 2017:

- Public Safety (Police, Fire, Flood Control)
- Develop our Economy
- Maintain and Improve our Infrastructure
- Develop Our Organization
- Prepare for Growth
- Enhance Our Image/Reputation

Council also discussed the Community Vision for the City of Yuba City. This included the following:

- Maintaining our small town feeling
- Leadership and succession planning
 - Employer of choice
- Healthy Community
 - Work-Shop-Live
 - Family friendly
 - Clean & Safe
- Economic Development Thriving 24/7
- Workforce Development
- Be a destination
 - Regional Events

Additionally, the Council was clear in their direction that they are equally supportive of ongoing City initiatives that are actively underway.

Analysis:

The Goals and Priority Report is a working document, establishing and mapping out the next steps and timelines to advance and meet the goals of the Council's priorities. Staff's working document is designed to be dynamic and is continually changing as projects progress.

The attached Progress Report lists milestones and completed projects that are specifically addressed by Council. As projects are completed and milestones met, other identified projects will be added and updates provided to Council in a future progress report. The Progress Report would be very long if all the City's projects were to be listed. If there is a project that Council would like to have as part of a future report, it can easily be added.

Community Visioning:

Included in the FY 2017/18 budget adopted by Council in June 2017, is funding for a community survey/campaign to assess resident's satisfaction with the quality and level of services provided by the City and to identify community priorities. This process will also include facilitation of joint public workshops with the City's Advisory Commissions (Planning, Economic Development, Parks and Recreation, Senior and Youth), along with the Chamber of Commerce, Downtown Business Association, and other organizations in order to provide options and opportunities for community involvement and input.

Fiscal Impact:

Informational item only.

Recommendation:

Note & File the 2017-18 City Council Priority and Goals Semi-Annual Progress Report

Attachments:

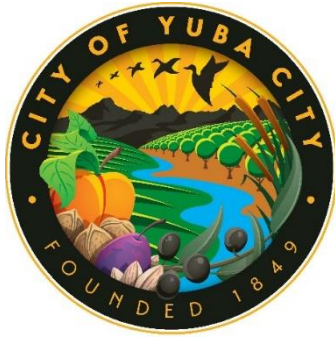
- 2017-18 City Council Priority and Goals Progress Report

Prepared By:

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Submitted By:

/s/ Steven C. Kroeger
Steven C. Kroeger
City Manager



City Council Priorities and Goals

Progress Report

- **Public Safety: Police, Fire, Flood Control**
 - Provide Police Services to Walton Area
- **Develop Our Economy**
- **Maintain and Improve Our Infrastructure**
- **Develop our Organization**
 - Leadership Development
- **Prepare for Growth**
- **Enhance Our Image and Reputation**

September 5, 2017

PRIORITY: Public Safety: Police, Fire, and Flood Control

GOAL:

Hire the staffing needed to support identified shortages of essential police personnel, with emphasis on Police Officers and Dispatchers

Update:

Overview: Officer shortages continue to plague cities throughout the United States. In our area, Elk Grove, Folsom, Citrus Heights, CHP and many other higher paying agencies are short staffed. Stockton PD has over 45 openings (down from 75 last year). Sacramento Police Department had over 100 vacancies at the beginning of the fiscal year. We continue to lose officers to District Attorney's Investigators positions. The DA's Office allows veteran officers to work a regular day schedule at a higher pay, and out of uniform.

During fiscal year 2016/2017, eleven officers were in the Field Training Program. Of those eleven, seven Officers completed Field Training, a total of four failed; this equates to a 63% percent success rate of our training program, which is a little ahead of the 50% statewide goal for agencies in California. As of 7/15/17, the sworn staffing of our allotted 64 officers shows four vacancies. Out of those four vacancies, we have two lateral officers in background, awaiting completion of the background, and a medical and psychological testing. Of the remaining 2 openings, we completed a recruit testing and are compiling a certification list. We had 39 candidates who made the final stage of testing. We will be able to pick two of those candidates to begin the academy in January of 2018.

In February 2017, the City Council made a mid-year budget adjustment that included the addition of two community Service Officers and a new Community Policing Coordinator positions. The City is making great effort to establish stronger community connections and engage our neighborhood leaders to be partners in strengthening public safety.

Annexation: If the annexation of South Yuba City Annexation occurs, we will need to send 4-5 more recruits through the Full-Time Academy in Butte College in order to fully support the annexation. We have negotiated a time frame of 9 to 12 months upon annexation to fully being able to absorb the new beat 6. If we over hire officers, above the allotted number of officers in our current budget, in anticipation of the annexation, the 9-12 month time frame could be shortened.

Recruitment Strategies: We continue to recruit Officers from other local agencies; we have two in background check currently. One Officer, who has completed his California POST Certification, is from Florida. As of July 2017, we have reduced our openings from 7 at this time last year, to our current level of 4, not counting two lateral candidates. We have 3 Officers being sponsored through the Butte College Full-time modular Academy and are recruiting for the next Academy in January. We have expanded our recruiting into the regional Police Academies, and Yuba College with its next class graduating in Summer 2018 (this will help with local recruitment).

PRIORITY: Public Safety: Police, Fire, and Flood Control

GOAL:

Ensure Funding is sufficient to continue the Gang Task Force and Net-5 Staffing levels

Update:

With the adoption of the Yuba City Operating Budget in June, the program is funded through FY 2017-2018.

GOAL:

Advance Fire Department Staff Development and Succession Planning

Update:

Overview: The 2015 Staffing for Adequate Fire and Emergency Response Grant (SAFER) in the amount of \$1,578,600 funded 100% of the salary and benefits for hiring nine new limited-term (two years) full-time firefighters. Staff fulfilled grant requirements and is transitioning all nine limited-term firefighters to permanent full-time positions. This success has enabled the back-fill of the nine positions with nine new, limited-term firefighters. YCFD will be conducting an internal 7-week Fire Academy in August 2017 for all new hired employees. Staff anticipates applying for and receiving an extension to the SAFER grant to retain funding through February 2018. Successful extensions are predicated upon grant fulfillment by transitioning limited-term staff to full-time positions.

Training: YCFD continues with an aggressive Team Training update program for staff who are part of the Regional Hazardous Materials Team and members of the Advance Technical Rescue Team (ATR).

FY 2016-17 Accomplishments:

- Received Cal OES HAZMAT Training Grant in the amount of \$63, 207.00
- ATR Specialty Training – YCFD completed the Swift Water Rescue Course
- Two Firefighters to Pueblo, CO for Oil by Rail Instructor Training
- Two Firefighters to Fresno Fire Instructor Training Workshop
- Driver Operator 1A & 1B for 14 personnel in April & May 2017
- Prevention I for 14 personnel Feb 2017
- Driver Operator Academy 40-hour for new employees

FY 2017-18 Goals:

- ATR Specialty Training – Schedule Personal Water Craft Emergency Operations training
- Swift Water Rescue Instructor Certification – certify 1 to 2 Firefighters for recurring internal training of ATR team
- Hazmat Team Training
- Oil Spill Prevention Training

PRIORITY: Public Safety: Police, Fire, and Flood Control

GOAL:

Improving Quality of Life during the Independence Day Celebrations through the management/enforcement of illegal fireworks.

Update:

Overview: Along with many cities in California, Yuba City is facing challenges with the noise and hazard of illegal fireworks being discharged throughout residential neighborhoods. In early 2017, the City Council directed staff to provide options to address the influx of illegal fireworks noise and hazard related issues.

Illegal Fireworks Ordinance: The Council adopted the Illegal Fireworks Ordinance in May 2017, focusing on the creation of a public education campaign; Increased direct enforcement by the Fire and Police departments; defining responsible parties liable for illegal fireworks and administering fines of \$1,000.

Status: This is the first step of a problem that is statewide in California and is increasing in actively due to the availability of illegal fireworks. One year does not present enough information to effectively evaluate the success of the program. From the continued number of complaints, it is apparent that this area of enforcement needs to continue. Staff plans on continuing to meet, solicit input from the community and other agencies and bring back a plan of action to the City Council for 2018.

GOAL:

Emergency Training for EOC Staff and Elected Officials

Update:

The Fire Department Emergency Operations Team has been coordinating online National Incident Management System (NIMS) and Incident Command System (ICS) training courses for City Staff over the summer.

The Fire Department is coordinating with Sutter County and Live Oak to schedule a joint City and County Executive NIMS & ICS training course for elected officials. We are aiming for late September – early October for the class.

We are also working with the Sutter County and Live Oak to develop a training format for delivering ICS 300 and ICS 400 to key emergency managers in Sutter County, Live Oak and Yuba City in a shorter period of time while complying with FEMA certification requirements. We continue to anticipate this training occurring in October and November with a tabletop exercise occurring at the end of the ICS 400 course in November.

PRIORITY: Public Safety: Police, Fire, and Flood Control

GOAL:

Develop Long-term Vehicle Replacement and Large Ancillary Plans for Fire Services

Update:

Overview: The Fire Department continues to implement the Strategic Plan for the funding and replacement of Fire Department vehicles and older ancillary safety equipment.

Hazardous Materials Response Unit: In June 2017, Council approved receiving the first State of California Hazardous Materials Response Unit from the Office of Emergency Services (OES) on behalf of the Yuba Sutter Hazardous Materials Response Team (YSHMRT). This Hazardous Materials Response unit and the equipment have an approximate value of \$800,000. With the exception of a minor hourly usage rate that will be billed to the responsible party, the unit will be free of charge and maintained by the State. Delivery occurred in August 2017.

Jaws of Life: In July 2016, the City was awarded funding from the 2015 Homeland Security Grant for the purchase of one set of Hurst Vehicle Extrication tools (Jaws of Life). Funding for another set is being proposed to the City Council at the September 5th meeting through 2016 Homeland Security Grant funds.

Air Monitors: Air monitors are used to detect dangerous and/or flammable atmospheres. Grant Funding has been applied for to replace the department's six air monitors and staff is waiting to hear if we have been awarded the grant.

Regional Video Conferencing and Training Systems: Grant funding has been applied for regional training video conferencing systems. This is a recommendation that was discussed following the Oroville Dam Spillway event in February 2017.

New Fire Engine: At the Council meeting on September 5, 2017, Council will be requested to consider the purchase of a Type 1 Pumper Fire Engine and a Ford Fire Rescue Unit. The two purchases are scheduled replacements that were included in the FY 2017/18 Adopted Budget.

PRIORITY: Develop Our Economy

GOAL:

Development projects:

Update:

Under Construction:

- Corner of Plumas/Colusa (former Red's Café site): A new 4,400 square foot building is being built which will house a home mortgage office.
- Surf-thru Carwash: The 5,132 square foot carwash located just west of the intersection of Civic Center Blvd. and Colusa Highway is nearing completion.
- Farm West Credit Union: The nearly 14,000 square foot building is located on the southwest corner of Lassen Blvd. and Tharp Rd.
- Northstar Construction Corporate Office: The 5,000 square foot building located on Lassen Blvd., just west of Tharp Rd. is nearly complete.
- John L. Sullivan Dealership: The nearly 19,000 square foot showroom, service area, and parts storage area, plus auto sales area is well underway.

Looking Ahead

- Thiara Brothers Corporate Office: Located at the intersection of Lassen Blvd. and Carson Dr., the nearly 4,500 square foot building should soon be under development.
- Carriage Square Redevelopment: Development should commence shortly on the western portion of the redevelopment of the dilapidated site. The site will house a new three-story building, along with several restaurants.
- Hilbers Corporate Office: Having outgrown their existing office, the local developer's will be breaking ground on their new office on N. Walton Ave., just north of Bridge St.
- Franklin Pharmacy: A new nearly 14,000 square foot building will soon be developed north of the Franklin Pharmacy, located at the northwest intersection of Franklin Rd. and N. Walton Ave.

New Neighbors:

- Dunkin Donuts located at 1040 Colusa Ave.
- Smart and Final located at the former Forever 21 building.
- Ulta Make-up located at the former Office Depot
- El Pollo Loco located at the former Mongolian BBQ

PRIORITY: Develop Our Economy

GOAL:

Tourism Business Improvement District

Update:

Overview: The Yuba-Sutter Tourism Improvement District (YSTID) is a benefit assessment district formed to help fund marketing and sales promotion efforts for lodging businesses in the YSTID. This approach has been used successfully in other destination areas throughout the state to improve tourism and drive additional room night sales. The District includes all lodging businesses located within the boundaries of the cities of Yuba City, Marysville, Live Oak, and Wheatland, and the unincorporated areas of Yuba and Sutter counties.

Status: The District is expected to generate approximately \$250,000 on an annual basis for promotion of travel and tourism specific to Yuba-Sutter. It will not impact the City's budget, although it should increase TOT and sales tax revenues if more tourists visit Yuba-Sutter. The City will incur some expense in administering the assessment funds; however, the Management District Plan provides that the City will retain two percent (2%) of revenue collected to offset administration expenses. Every other city and county included in the YSTID will also retain two percent (2%) of revenue collected, within their respective jurisdictions, to offset administration expenses.

GOAL:

Improved Customer Service Online Tools

Update:

Overview: Presenting a high quality, professional user experience to our citizens for online services has been a priority for the City Council. Two areas identified as in need of improvement are for an online permitting process with electronic plan submittal and online application and renewal of business licenses

OpenCounter and Zoning Check: The online systems OpenCounter are up and running on our redesigned website. These online services will assist in the planning processes for new businesses and development projects. The two new websites are: yubacity.zoningcheck.com and yubacity.opencounter.us.

Planning, Building Permit and Business License software: The Planning, Building Permit and Business License software (Accela) was purchased to provide for online permit applications, plan review and business license applications and renewal. This software is designed to provide an enhanced level of online services with an emphasis on usability and features.

PRIORITY: Maintain and Improve our Infrastructure

GOAL:

Advance the Fifth Street Bridge Replacement Project

Update:

Overview: The replacement of the 5th Street Bridge has been a regional goal for many years. Yuba County, Marysville, Sutter County, and Yuba City, as the lead agency, have worked to identify and secure the necessary funding of \$69,600,000 for the project.

Award of Bid: The City Council rejected all previous bids for the 5th Street Bridge Replacement Project on August 15, 2017 and authorized a re-advertisement for bids. The new submission date to receive bids on the project is September 20, 2017.

Construction: Construction is anticipated to start Fall of 2017 with completion in December 2019.

GOAL:

Bridge Street Corridor – SR 99 to 5th Street Bridge

Update:

Underground Utility District: Staff is coordinating with PG&E to establish an Underground Utility District to utilize Rule 20A funds between Gray Ave and Second Street. Staff is coordinating with Sutter County to obtain a portion of their Rule 20A funds.

Bridge Street Widening - Gray Ave to Cooper Ave: Staff continues to pursue acquisition of right-of-way on the north side of Bridge Street.

- Staff is currently working with the property owner of the one remaining privately-owned parcel on the north side of Bridge Street
- 911, 917 and 967 Bridge Street are currently scheduled for demolition

GOAL:

State Route 20/State Route 99 Interchange

Update:

- City council approved a Cooperative Agreement with Caltrans in August 2016
- Four alternatives were developed for inclusion in the Project Study Report
 1. Single Quadrant with Slip on Ramp

PRIORITY: Maintain and Improve our Infrastructure

2. Single Point (Modified for U-turn capability)
 3. Single Quadrant
 4. Single point with lowering of the SR20 profile by 12'
- Schedule:
 - November 2017 – Draft Report Complete
 - January 2018 – Final Report Complete

GOAL:

Road Projects and Rehabilitation

Update:

Garden Highway – Winship Road to Lincoln Road: Completion scheduled for August 2017.

Bogue Road – Railroad Avenue to Garden Highway: Council will be considering awarding the project at the September 5, 2017 Council meeting.

Residential Resurfacing Project 2016: Completed July 2017.

2016 Striping Project: Completed May 2017.

Bridge Street Reconstruction – Cooper Ave to Plumas Street: Completed December 2016.

GOAL:

Bike Facility and Pedestrian Improvements

Update:

Overview: To expand the existing bikeway network, increase ridership, and achieve the twelve identified goals in the Bicycle Master Plan.

- **Bike Detection Signal Modifications – Queens/Stabler and Queens/Gray:** Completed
- **Franklin Road Improvements – Walton Avenue to Harding Road:** Completed March 2017
- **Franklin Ave Pedestrian Improvements – SR99 to Gray Ave:** Construct sidewalk and ADA ramps on Franklin Ave between South Palora Ave and Gray Ave. The City received grant funding and is working on an agreement with Caltrans to begin the project.
- **Butte House Road Bikeway Extension Project – Madison Road to Royo Ranchero Drive:** Install Class II bike lanes on Butter House Road. Contract was awarded in August 2017 and construction will be October – November 2017.
- **Sanborn Road Improvements:** Construct drainage and pedestrian improvements along Sanborn Road at Bogue Road. Construction is anticipated in Spring/Summer 2018.

PRIORITY: Maintain and Improve our Infrastructure

GOAL:

In construct vital improvements to the Water Treatment Plant and Water Distribution System

Update:

Overview: The WTP was placed in to operation in 1969 and is in need of major improvements and in addition, the water distribution system is comprised of water lines that are nearly 100 years old and in need of replacement, water meters that are nearing the end of their service life, and water storage reservoirs in need of recoating.

Water Loss Control Assessment: Completed. Staff will update on an annual bases and submit to State per State Requirements.

Aquifer Storage Recovery (ASR): West Yost completed the installation of monitoring well at the Water Treatment Plant to determine the feasibility of installing an ASR also. It is feasible to install a well, though very costly. A final determination related to options of additional water supply will be made upon completion of the Water Master Plan Update.

GOAL:

To construct vital facility improvements at the Wastewater Treatment Facility (WWTF)

Update:

Overview: In June 2016, as part of the Utility Rate Study process, Council directed staff to move forward with the identified as Priority 1 and 2 improvement projects.

Status: On July 18, 2017, Council authorized staff to submit an SRF loan application to fund the projects.

The following projects are all in the design stage, with bidding of the projects anticipated in early 2018:

- Barscreen replacement
- Digester Improvements
- Dewatering Facility Rehabilitation/Replacement,
- Secondary Clarifier
- Electrical/Instrumentation improvements

PRIORITY: Develop our Organization

GOAL:

Establish Programs for Employee Professional Development

Update:

Overview: Providing quality service to our citizens is the first priority of the City. The best way to achieve this is to ensure that our employees receive the best information and practices available.

Semi-Annual Leadership Series: Human Resources Staff researches and schedules Speakers to present to City Staff. The most recent was in August 2017 from Speaker Mike Robbins on Teamwork, Leadership and Emotional Intelligence.

Leadership Academy: Fifteen employees participated in the 2nd Leadership Academy in the fall of 2016. Topics revolved around core leadership principles: Servant's Heart; Integrity; Ethical; Disciplined; Accountable; Approachable; Listener; Innovator; Motivator; and Effective Leadership.

Innovation Academy: September 2017 will launch the City's first Innovation Academy. Similar to the Leadership Academy, 15 cross-departmental employees have been selected to attend the program that is revolved around discovering the barriers to innovation, as well as team-building and core leadership responsibilities. *The City's Mission is "Quality Service, Innovation and Leadership"*. Together with the Leadership Academy and the 97% Committee, the Innovation Academy will provide tools to City Staff to implement this portion of our Mission.

GOAL:

"Fly the Mission" Presentations

Update:

Overview: The "Fly the Mission" presentations to employees are developed by the City Manager to keep the City's Mission of "Quality Service, Innovation, and Leadership" as part of the day to day culture of the City.

Topics:

- What is Quality Service, Leadership and Innovation?
- Setting Clear Expectations, Building Systems of Support and Accountability
- Performance Plans: Expectations-Support-Continuous Feedback-Periodic Evaluation
- Consistent Daily Actions Develop into Habits to Become Our Culture
- Effective Leader Pyramid
- Help Each Other to Succeed – Vertical and Horizontal Accountability
- Being an Effective Manager in Yuba City

PRIORITY: Develop our Organization

GOAL:

Employee Orientation

Update:

Overview: Providing new employees with the opportunity to see and learn about the City, and meet the City Manager and Department Directors is important to the culture and success of our organization.

New Hire Orientation Tour: Twice a year, Human Resources staff, along with Department Heads provide a tour of the City and an introduction to City services to newly hired employees. This provides the employee with an understanding of the entire organization and their vital role in the success of the City. The next orientation tour is scheduled for September 2017.

New Supervisor Training: The First-level Management Team is preparing training materials and information for newly promoted and hired supervisors. This program will provide resources and team-building for supervisors to succeed in their new roles.

PRIORITY: Prepare for Growth

GOAL:

South Yuba City Annexation (the “Key Area”)

Update:

Overview: The south Yuba City unincorporated area includes about 1,382 developed and undeveloped parcels covering approximately 625 acres. A primary reason for this south Yuba City annexation is that the City nearly surrounds this area and to continue this mixing of local government responsibilities is inefficient government. As the area being annexed is nearly a County island, both Yuba City and Sutter County provide services in this vicinity that are almost overlapping.

Status: On May 24, 2017, the LAFCO Board adopted the necessary resolution to move the annexation to a vote of registered voters within the boundaries of the annexation area. The City now has one year from the day the LAFCO board approved the resolution to complete the process.

In July the Council decided to hold off with setting an election for the Annexation of South Yuba City and meet with Sutter County and Assemblyman Gallagher’s office to discuss the importance of the annexation for both economic development and public safety reasons. Based upon the outcome of this meeting, Staff will provide another update and recommended next steps at an October City Council meeting.

GOAL:

Central City Specific Plan Update

Update:

Overview: In an effort to better reflect market trends and contemporary planning practices, staff is in the infant stages updating the plan. While the vision is not anticipated of being altered, market conditions necessitate an update to encourage quality development.

Feather River Mills Redevelopment: The project includes the sale of approximately 7.5 acres of Agency property for the appraised value of \$1 (the appraisal took into consideration that the developer will have to pay for environmental remediation of the property). On June 20, 2017 Council authorized entering into a Development and Disposition Agreement with Noyan properties to develop the property.

Night Club Ordinance: Staff has held workshops and meetings with the Downtown Business Association, the Chamber of Commerce, and the Planning Commission regarding the development of a Night Club Ordinance. A public hearing is set for the Planning Commission in October 2017 and a recommendation to the City Council in November 2017.

PRIORITY: Prepare for Growth

GOAL:

El Margarita Master Plan

Update:

Overview: The El Margarita Master Plan provides for the orderly and systematic development of a community covering approximately 650 acres, with some portions already developed and new areas to be developed in a way that is compatible with existing development. Once built-out, the El Margarita community will primarily consist of residential uses combined with a mix of commercial, industrial and public uses, including schools and parks.

Status:

- March 9, 2017 – Community Meeting
- April 25, 2017 – Joint Information Workshop – Planning Commission and City Council
- October 25, 2017 – Planning Commission
- November 21, 2017 – City Council

GOAL:

Citywide Traffic Model Update

Update:

Overview: At the February 23, 2016 Transportation Workshop, Council directed staff to proceed with a Citywide Traffic Model update.

Status: A Request for Proposal will be distributed in the fall of 2017. It is anticipated that the project will begin and end in 2018.

GOAL

Water and Wastewater Master Plan Updates

Update:

Overview: Updating the Water and Wastewater Master Plans is necessary to reassess improvements necessary to serve new development.

Status: Council awarded a Professional Services Agreement to West Yost Associates to prepare the Water System Master Plan Update and the design documents for the Water Distribution System Surge Protection Facility

Completion: Spring 2018

PRIORITY: Prepare for Growth

GOAL:

Barry School Waterline Extension Project

Update:

Overview: The project will extend water service to Barry Elementary School via Stewart Road and Railroad Avenue.

Status: Council adopted the Initial Study/Mitigated Negative Declaration for the project at their meeting on August 16, 2016.

Construction: Staff is waiting for approval of the construction application by the State.

GOAL:

Wildewood East Water Line Extension

Update:

Overview: To assist the Wildewood East Subdivision in meeting the State requirement to address hexavalent chromium in their drinking water; in September 2016, Council approved providing water to the Wildewood East Subdivision contingent upon the approval of a State Revolving Fund (SRF) Loan to finance a water line extension project and connection fees, annexation to the City, and Assessment District formation.

Status: The Superior Court recently issued a Peremptory Writ of Mandate and Judgement Granting Petition for Writ of Mandate which ordered the State to establish a new Maximum Contaminant Level (MCL) for hexavalent Chromium. Due to the MCL now being in flux, the Wildewood East Mutual Water Company is monitoring the situation to see whether or not they will need to connect to city water.

PRIORITY: Prepare for Growth

GOAL:

Park Planning for Underserved Areas.

Update:

Overview: In March 2015, the Parks and Recreation Commission identified and adopted the Tierra Buena area as an underserved area and requested staff to move forward with recommendations of locations for a possible future park. Three potential sites were identified for the development of a new park in the Tierra Buena area.

Funding: Through the FY 2017/18 budget process, Council adopted a capital improvement project to begin the development of a park located on Harter Parkway. Components of the first past of the part are connectivity from the park to the current bike path heading west; a parking lot, picnic tables, bathrooms, pump-track, shade structures and a playground.

Next Steps: Staff is continuing to pursue grant opportunities that can maximize our local tax dollars to build additional amenities in Harter Park. The City will be submitting an application for additional bike path amenities to the Sacramento Area Council of Governments (SACOG) for the Regional ATP and their Bike/Ped funding program. If not selected for funding in the State round, the city will have one more additional opportunity to secure funding. Staff also anticipates applying for funds from the California Land and Water Conservation Fund in Spring of 2018.

PRIORITY: Enhance Our Image and Reputation

GOAL:

Improve our communication, online services, and information delivered to our residents and visitors through our website, citizen engagement portals, and social media by using the newest technology.

Update:

Overview: In today's electronic culture, the first mode of contact for most citizens and businesses looking for information regarding Yuba City is to look it up online – having a modern, effective and easy to use website, a robust social media presence and opportunities to do business online instead of walking into City Hall is how Yuba City best serves our community. Our objectives are: 1) Improve communication and citizen engagement; 2) Highlight City services and community events, and 3) Attract new residents and businesses to our area.

www.yubacity.net: A city's website is the foundation of online services, or our "Digital Front Door". Through our website, prospective businesses and residents will check to see what type of community we are and what services we offer. Residents can pay their utility bills online, apply for jobs, register for recreation classes, access the City's municipal code, request public records, pay their business licenses, find building and zoning code information, submit planning documents, sign up to receive Council agendas and newsletters, see what public works and development projects are happening around the City; and much more.

YC311 at your service: The City has been actively marketing our citizen engagement portal, which is at the cutting edge of citizen engagement applications. Citizens can notify City staff of any issues such as graffiti, abandoned shopping carts, street maintenance and code enforcement. The application serves as work order program that eliminates the middleman – no need to call a staff member, who then has to contact the employee in charge of the issue, who then has to process a work order – it's all done directly! **New this year:** Report illegal fireworks, pay your utility bill, access the City's Facebook page, or look for City jobs.

Facebook: The City's Facebook page continues to grow. Currently, our page has about 14,000 "likes", which is almost double the amount from the same period last year. This is the first place residents turn to for current news and events, such as the Oroville Dam Spillway event in February.

Y-Connect: One of the most challenging aspects of local government is to keep our residents informed of what is happening in their City. New this year, is the City's monthly news report Y-Connect. Residents can sign up to receive this newsletter that is sent to their email account. Presented in an easy to read format, information regarding City services and events are automatically delivered directly to them.

Rapid Notify: The City has launched their new emergency notification system. Residents can enter their cell phone numbers into the program to receive direct notice of emergency situations, such as floods, fires, or hazardous spills.

PRIORITY: Enhance Our Image and Reputation

GOAL:

Provide Quality Customer Service to our citizens, businesses, and visitors.

Update:

Overview: During one of our internal training sessions on how to provide quality customer service, the presenter mentioned that “the ideas are just 3% of the effort, 97% is the implementation”. Hence, the City’s “97% Team” was born. The 97% Team is comprised of a cross section of employees whose purpose is to improve our customer service.

97% Team: As part of our continuous improvement efforts to ensure City Hall and other locations are welcoming and customer friendly, the 97% Team evaluates our customer service levels. Candy bowls have been placed on customer counters, magazines have been provided in the seating areas and a (seasonal) water station has been provided, and nametags are being worn by frontline customer service staff. The TV in the lobby is running a slide show that will be updated weekly with recreation information, City events and public notices, how to access YC311 and how to pay your bills online. Phone system improvements and etiquette is a priority.

Citizen Survey: The third survey for our citizens will be sent to residents in October 2017 to measure our customer service needs. Much of the items noted above were implemented in response to this survey.

GOAL:

Provide Clean and Attractive Medians along Highway 99 and 20.

Update:

- **Highway 99 medians:** Landscapes by Stentzel is currently under contract for the maintenance of the landscape median on Highway 99.
- **Highway 20 medians:** Staff has been coordinated with Caltrans for a clean-up of the SR 20 medians between SR 99 and the 10th Street Bridge. Staff is coordinating with local contractors to find concrete and landscaping contractors that will to do the work at a reasonable price.

PRIORITY: Enhance Our Image and Reputation

GOAL:

Reduce Vagrancy and Improve Opportunities for New Economic Development through Improved Safety and Blight Removal (*Clean & Safe Program*).

Update:

Vagrancy Issues: The adopted “No Camping on Public Property” and “Non-Aggressive Pan-handling” ordinances have assisted the Police Department in addressing vagrancy issues. Staff continues to work with Sutter County to assist with clean-up of the river bottoms within their jurisdiction to create consistency between agencies

Shopping Carts and Graffiti: The YC311 Citizen Engagement App is actively being used to report abandoned shopping carts and graffiti. We have been averaging around (10) YC311 reports per week on abandoned shopping carts. A Shopping Cart Ordinance is being developed by Development Services regarding responsibility of retail stores and will be brought to Council in fall 2017 for consideration.

Code Enforcement: The Development Services Department has been very active in addressing code enforcement issues throughout the City. They are currently on pace to exceed last year’s total case load of nearly 1,600 new cases by September. Worth noting was that in 2016, the City received twice as many new cases as the next highest total which was in 2008 of approximately 750 cases in the past 20 years. Renewed effort has resulted in the successful removal of many non-conforming signs, abandoned payphones, removal of illegal buildings, and the clean-up of blighted properties

Sign Code Update: In Council adopted an updated Sign Code Ordinance to better reflect contemporary City Planning and businesses practices and provide clear direction and consistency to business owners. Quality signage protects the welfare and property values of the community. Development Services has been very successful working with property owners for the removal of pole signs.

Neighborhood Clean-up: Staff is currently looking at options for programs to assist neighborhoods with clean-up efforts apart from the annual H.A.N.D.S. event.